



Bringing Success to Your Door Everyone Needs Honest Advice and Support.

Some might say magic, but professionalism and focus is what has made Elizabeth Pukekohe's leading consultant in residential property. She grew her real estate career within the Barfoot & Thompson family, through the Pukekohe Office, where she still is based. It is a strong office with a strong team. Elizabeth believes, "My strongest competition and best support work alongside me." Her closest support comes from daughter in law Jayne and husband James Heard. James says, "Elizabeth is the spark, the energy and the inspiration. Without her, we wouldn't be the team we are. Jayne's and my job is to ensure Elizabeth can focus on looking after her clients and finding buyers for their properties."

Elizabeth: "When we meet with clients, one clear objective arises – to make sure our clients are able to make sound decisions. They need to know what's going on in their price sector of the market. We are always out there, seeing and selling property, talking to people, finding what is happening in the broader community, in our industry, so we can be right up to the mark when informing our clients." When advising clients and helping customers make sound buying decisions, Elizabeth draws on her considerable experience in local property and knowledge of the township. She has been Pukekohe's most effective residential sales person since 2004 and still sells more residential property than anyone else in Pukekohe. Her own marketing expertise is ably supported by James, who is a seasoned sales person with a Masters in Business Administration. He uses his experience to bring broader economic and industry factors into local focus.

Selling and buying property, it's a form of 'match-making' that brings in many rewards, as people are thrilled to find their very own dream home. Part of working this 'magic' is finding an empathy with people and getting a clear perception of what will suit them. This is where people recognise Elizabeth's special qualities and knowledge. Past clients and customers are happy to refer friends and family to her and use her professional skills to sell the home they purchased through her.

Elizabeth likes to keep things simple, "To me, what is important in any campaign is to do what we do well, do the basics thoroughly and to be consistent. Consistency is vital, as well as being flexible and making things work for people. Every buyer is looking for something totally different, every property is different and finding and expanding on that point of difference is what makes that home show its true magic to potential buyers." Elizabeth adds: "We form a partnership with our vendors to get them the best price in the market place and to match them with the best buyer. Ensuring the property is well presented and marketed is a vital part of that. A great advantage of working closely together is that we share a 'feel' for what the buyers are looking for and are all qualified agents, so any one of us can show the properties."

Elizabeth uses James' and Jayne's experience to the benefit of her clients. She brings their individual perceptions together to define each property and present the special features that will attract just the right buyer.



James, Elizabeth and Jayne

"Because three of us are working together, we are seeing more buyers, sharing information and seeing different buyer patterns and that is a great advantage. Last year was not a boom year, but it was and still is possible to get the results our clients want by working hard." James is also a strong advocate of effective marketing in real estate. "We believe in marketing because it works. Every property has a great story that has to be told to the right audience. The person who buys the home is the person who sees those things that have particular appeal to them at the right price."

Daughter in law Jayne has worked in real estate for three years, starting in administration, then as PA for a top agent. She took the opportunity to become a residential sales consultant and was named Rookie of the Year in her previous firm. Jayne's understanding of many different aspects of the job makes her an integral part of its success. While her main role is client and customer contact, Jayne's skills and experience allow to back up Elizabeth in showing, selling and negotiating contracts. "Working with family is brilliant, we form a strong team," Jayne says, "Our complimentary roles enable us to work well for our clients." Jayne looks after Elizabeth's client and customer database. She has a lot of phone contact with people and finds email a great way of alerting people.

Elizabeth places great value on the Company's expertise. "The Barfoot and Thompson systems and support make my business success possible." Elizabeth has been a member of Barfoot & Thompson's elite sales group 'The Top 25,' since 2004. ■



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